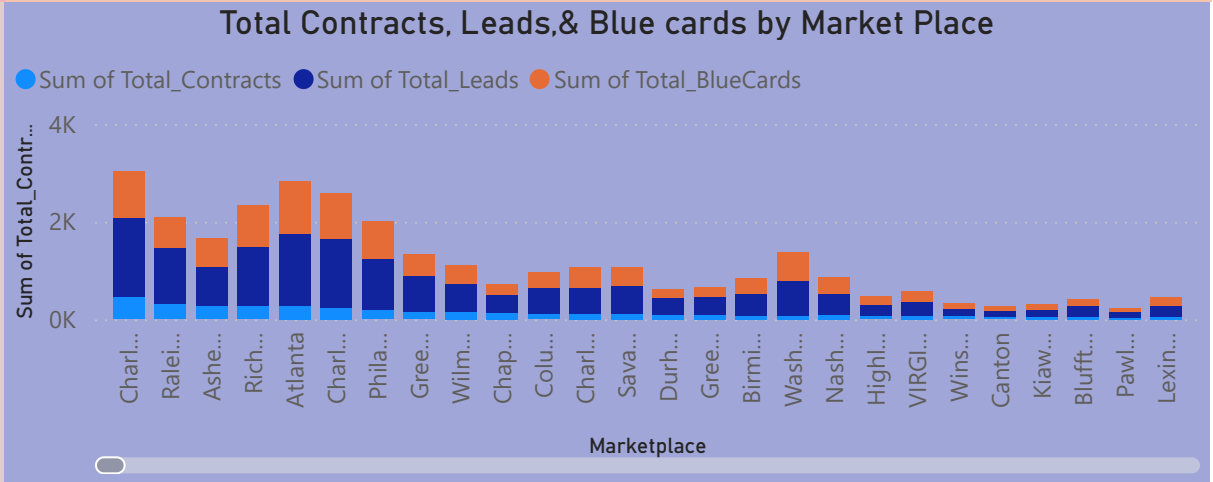
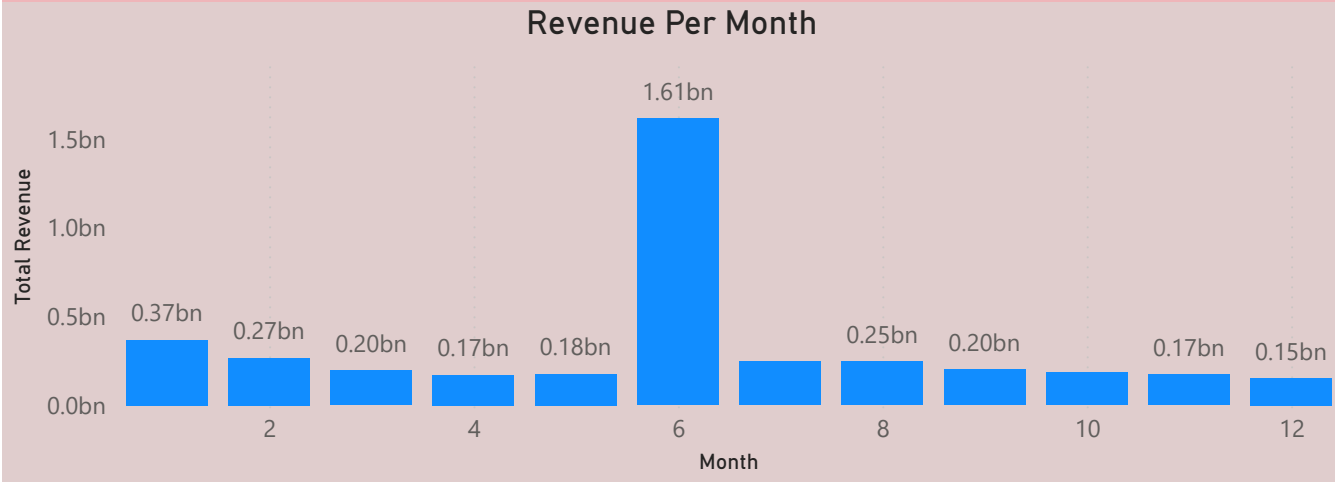
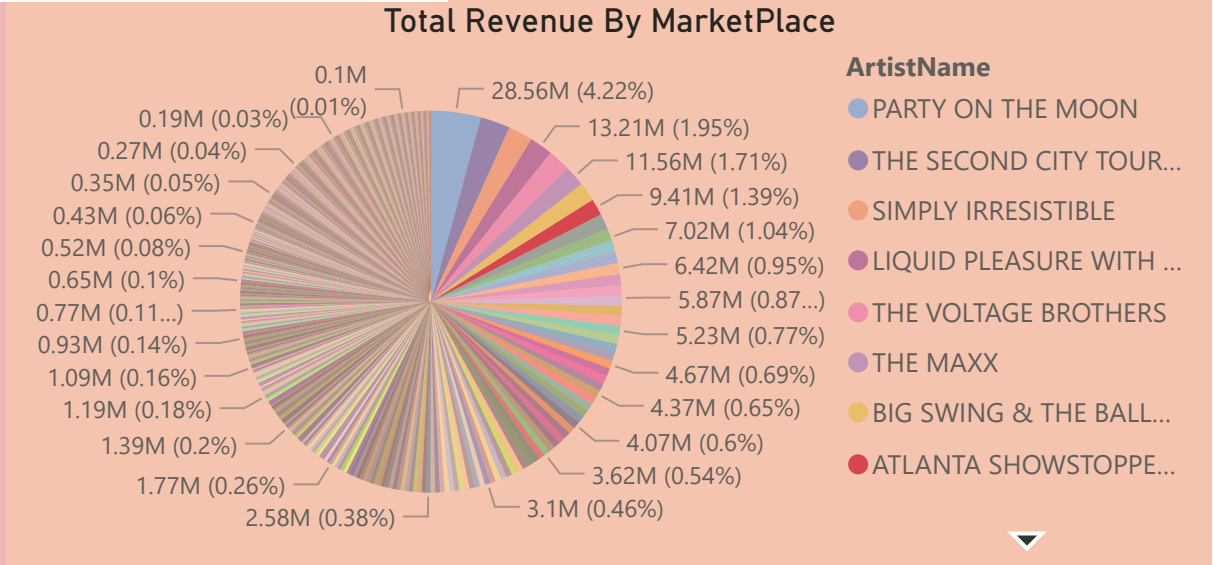
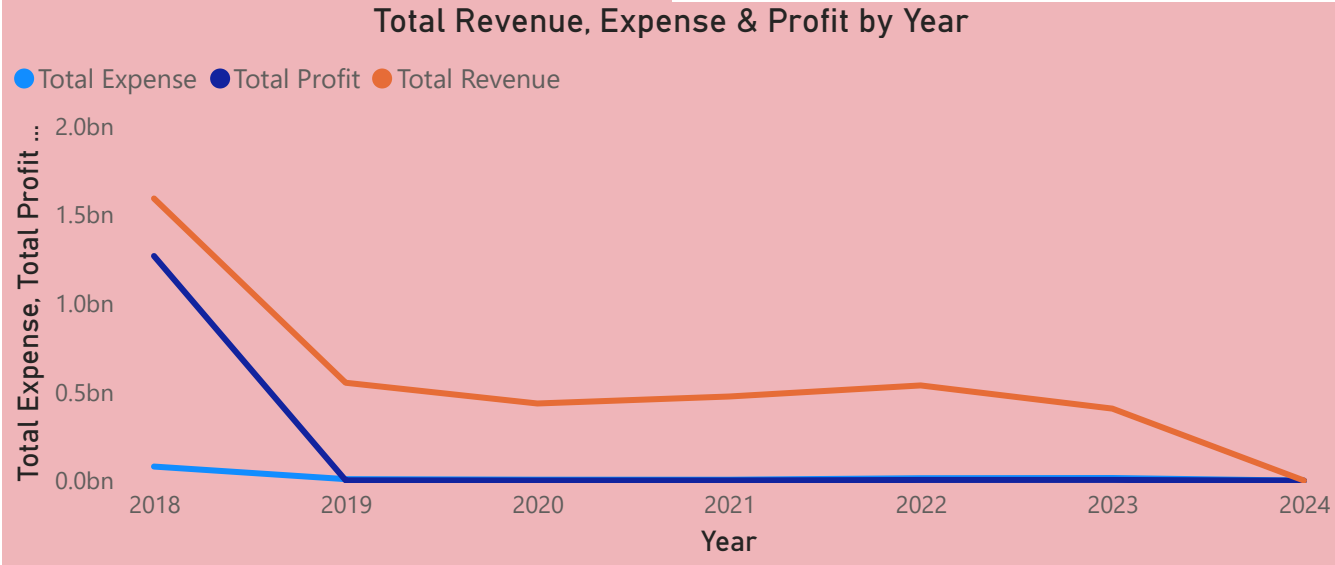


# Revenue & Operational Metrics



**Methodology and Data Points Used:** Data was extracted from multiple tables and merged using the common key ArtistId to combine artist and transaction details. The CreatedDate field was converted into separate Month and Year columns to enable time-based trend analysis. Missing or null financial values in Gross and Net were replaced with zero to ensure accuracy in calculations. Revenue, expense, and profit were computed for each marketplace and time period, where Profit = Gross – Net. Aggregated metrics were then grouped by Month, Year, and Marketplace to analyze trends. The dashboard includes:

- Line Chart: Monthly trend of revenue, expense, and profit.
- Bar/Pie Chart: Total revenue distribution by marketplace.
- Stacked Bar/Table: Operational metrics such as contracts, leads, blue cards, and collections.
- Interactive filters for Year, Month, and Marketplace were added to support dynamic insights and facilitate data-driven decision-making